

# ORARI GORGE HEREFORDS

WWW.ORARIGORGE.CO.NZ

*Formally known as Nithdale Herefords  
Established 1947*

**53<sup>rd</sup> ANNUAL BULL SALE WEDNESDAY JUNE 7<sup>th</sup> 2017 at 11.00am  
ORARI GORGE STATION, GERALDINE**



The main objectives of the herd have always been to focus on breeding functional, structurally sound cattle with good conformation to meet today's market. The stud was moved to Orari Gorge in its entirety in 1991 from Southland and we changed the name to Orari Gorge Herefords in 2009.

Our 250 stud cows are run with our 400 commercial cows on steep, high tussock country over 3000ft from weaning to calving. Snow is a frequent problem, challenging the Hereford longevity and soundness. As early adopters of Breedplan EBV analysis, we have over 25 years of records to show steady progress to benefit our High Country clients.

## SALE BULLS INCLUDE SONS OF

ORARI GORGE MISCHIEF 120083

ORARI GORGE LEGEND 110113

MONYMUSK EIFFEL TOWER 090140

ORARI GORGE NAVIGATOR 130049

OKAWA MARSHALL 2091

KAIRURU IRONSIDE 110047

## SOME OF THE BEST MARBLING IN THE COUNTRY BALANCED TRAITS = MAXIMUM PROFITABILITY

- FERTILITY • STRUCTURE • BREEDPLAN RECORDED • CARCASE SCANNED • TB STATUS C10
- SERVICE & SEMEN TESTED • BVD TESTED & VACCINATED • ALL BULLS HYPOTRICHOSIS FREE

**VISITORS ALWAYS WELCOME**

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ORARI GORGE STATION, TRIPP SETTLEMENT ROAD, GERALDINE, SOUTH CANTERBURY 7991, NEW ZEALAND.

# RED IS THE NEW BLACK



Glen Lyon Calf Sale, Temuka

## ***THERE'S NEVER BEEN A BETTER TIME TO CAPITALISE ON THE VALUE OF USING HEREFORD BULLS ON YOUR ANGUS BASED COWHERD***

Using Hereford bulls on Angus-based cows will give producers advantages in profitability, cash flow, herd size and retained female fertility and longevity according to a recently completed study at Circle A Angus Ranch. In fact, when data was further analysed for economic analysis for economic emphasis, the results showed an advantage of \$514 net per cow over a period of 10 years. That's a \$51 difference per cow per year.

Economic models also predicted that if replacement females are retained over a period of 10 years, Hereford-sired females will generate a 20% advantage in herd size for the same relative cost versus the straight Angus commercial cows because of increased fertility and longevity.

Many of the calves above were sired by Orari Gorge Herefords. The sale was a record and we congratulate all our clients like the Grampians Station in the Mackenzie and Keith Adams who sold his Hereford calves for \$1250 for the second year in a row and others selling calves at record prices, many topping the sale prices per kilo and per calf.

All our bull calves are run in one mob of about 100 from weaning through to our bull sale in June at 20 months of age. Giving them all the same treatment and opportunity helps to improve the accuracy of their EBVs and makes more accurate comparisons between bulls under the same commercial pressures where none are favoured. It also ensures we have an efficient, predictable

and reliable product which we are proud to stand behind. All bulls and heifers are scanned for muscle and fat, EMA and IMF at 13 months and scrotal measurements are taken to identify early reproductive maturity.

The heifer calves are run in a single mob of up to 300 with the commercial heifers. All females have to get in calf at 15 months, calve unassisted and get back in calf every year. They have to wean a good calf with poorer mothers culled each year even if they are back in calf.

To see more of our operation please **watch our video** on our website **[www.orarigorge.co.nz](http://www.orarigorge.co.nz)** or call or email to arrange a visit or ask for a catalogue.

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